

Connecting with Field Marketing

Organization: Silicon Graphics, SGI

Project duration: 12 months

Summary of skills used: B2B, brand management, collaboration, content development, content management, coordinating cross-functional teams, digital collaboration, document development, liaison, logistics, marketing, multimedia content creation, optimizing efficiency, product marketing, project management, relationship building, sales support

Project background: In order to improve SGI's position in the HPC (high performance computing) market space, people interacting with current and potential customers out in the field needed support.

Challenges:

- Communication gaps developed between Headquarters and the rest of the offices during the company's transition.
- Negative experiences with past marketing teams had made many internal stakeholders wary of their new marketing and communications colleagues.

Approach:

Baby Steps to Build Relationships

I connected directly with the product managers, engineers, facilities, legal, manufacturing, research and development teams, and sales representatives to see what they needed and how marketing could help.

Increase Accessibility by Introducing Formal Processes

I needed to create current resources that would give the creator enough of a starting point and established timeline for them to plan while also giving them enough incentive to contact marketing to complete the final steps.

Results:

The **content creation costs** for over 30 B2B products in more than 5 languages **decreased by 85%**.

Coordinating communications between cross-functional teams **increased content accuracy**.

The new content creation processes reduced the content creation cycle by **two thirds**.